

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Tourism Promotion – AP Tourism Promotional Campaign at Mumbai International Airport by M/s. Times Innovative Media Ltd, Bangalore – Release of an amount of Rs.39,07,255/- (Rupees Thirty Nine Lakhs Seven Thousand Two Hundred and Fifty Five only) including taxes for the month 12<sup>th</sup> September 2013 to 11<sup>th</sup> October 2013 (one month) – Orders – Issued.

**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No. 886

Dated:14-11-2013

Read the following:

1. From M/s. Times Innovative Media Ltd, Bangalore, Dt: 28-08-2013.
2. Govt.Lr.No.2828/PMU/PRO/2013, of YAT & C (PMU) Department, Dt.21-09-2013.
3. Bill.No.TIML/AP Tourism/13-14/08, from M/s. Times Innovative Media Ltd, Bangalore, Dt.18-10-2013.

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**ORDER:**

In the letter 1<sup>st</sup> read above, M/s. Times Innovative Media Ltd, Bangalore, has submitted a proposal for taking up advertising campaign for Andhra Pradesh Tourism branding at Mumbai International Airport.

2. Accordingly, Government have issued work order in the reference 2<sup>nd</sup> read above, for taking up selective at Mumbai International Airport for a period of three months at the rate of Rs.1,19,22,000/- (Rupees One Crore Nineteen Lakhs Twenty Two Thousand only) including taxes. The media of promotions are:

Sl.No	Location	No. of units	Negotiated price for 3 months campaign including of printing & mounting charges (Rs)
1	T1B LCC Check-in	1	Rs.17,28,000/- (@ Rs.5,76,000/- per month)
2	T1B SHA	1	Rs.45,99,000/- (@ Rs.15,33,000/- per month)
3	T1C SHA	1	Rs.35,28,000/- (@ Rs.11,76,000/- per month)
4	T1A Dep	1	Rs.20,67,000/- (@ Rs.6,89,000/- per month)
<b>TOTAL AMOUNT NOT EXCEEDING RS. 1,19,22,000/- INCLUDING TAXES PER 3 MONTHS</b>			

3. In the reference 3<sup>rd</sup> read above, M/s. Times Innovative Media Ltd, Bangalore, has submitted bill along with the photographs as proofs upon erection of the media for A.P Tourism to be placed at Mumbai International Airport from 12<sup>th</sup> September 2013 to 11<sup>th</sup> October 2013 and requested for release of amount of Rs.39,07,255/- (Rupees Thirty Nine Lakhs Seven Thousand Two Hundred and Fifty Five only) including taxes(one month).

4. Government, after careful examination of the matter, hereby ordered to release of Rs.39,07,255/- (Rupees Thirty Nine Lakhs Seven Thousand Two Hundred and Fifty Five only) including taxes for the month of 12<sup>th</sup> September 2013 to 11<sup>th</sup> October 2013 (one month) as part payment to M/s. Times Innovative Media Ltd, Bangalore for AP Tourism Promotional for taken up advertising campaign for Andhra Pradesh Tourism branding at Mumbai International Airport. Balance amount will be paid in due course.

5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - (13) Advertisement for Promotion of Tourism – 260 – Advertisement, Sales and Publicity - Expenses”.

(P.T.O)

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6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. Times Innovative Media Ltd, Bangalore, through on line. The details of Bank account is as follows:-

Account Name	: Times Innovative Media Limited,
Account No	: 00600310007118
Name of the Bank	: HDFC Bank Ltd
Branch	: Maneckji Wadia Buldg, Ground Floor, Nannik Motwani Marg, Fort Mumbai-400023
IFSC Code	: HDFC0000060
PAN	: AACCT3354P

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

M/s. Times Innovative Media Ltd, Bangalore  
The Assistant Secretary to Government & D.D.O, YAT & C (PMU) Dept.  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

**Copy to:**

The YAT & C (PMU - Claims) Department.  
SF/SCs.

**//Forwarded:: By Order//**

**SECTION OFFICER**